



RETAIL READY

PROGRAM

FOR INDUSTRIAL & CONSTRUCTION DISTRIBUTORS

PIP'S RETAIL READY PROGRAM IS BUILT TO MAXIMIZE SALES AT YOUR COUNTER OR SHOWROOM. WALK-IN BUSINESS CAN BE BOOSTED WITH THE RIGHT PRODUCTS, POINT-OF-PURCHASE DISPLAYS AND MESSAGING.

MAXIMIZE YOUR POINT OF SALE WITH PIP'S RETAIL READY PROGRAM

LET PIP RETAIL READY GUIDE YOU

By far one of the easiest and most profitable items to sell in a showroom setting is gloves. The key is product selection, product display and convenient packaging.



PIP'S BRAHMA® LINE OF TAGGED GLOVES

covers everything from economical fabric, leather and coated seamless knit. Conveniently tagged for try-on, it triggers good impulse buys and allows customers to choose just what they want.



OUR SAFETY PRODUCTS CATALOG

clearly identifies all of our products that are Retail Ready with our easy-to-spot icon.

G-TEK®, ATG®, ASSURANCE®, ARMOR® AND MAXIMUM SAFETY® PLUS OUR TRADITIONAL LEATHER AND FABRIC GLOVES ARE ALL TYPICALLY AVAILABLE IN DOZEN INNER PACKS. LET'S FACE IT: THE SERIOUS PROFESSIONAL IS ALWAYS BUYING IN MULTIPLES. WHAT THEY NEED TO MAKE INFORMED BUYING DECISIONS IS POWERFUL DISPLAY TALKERS THAT MAKE SELECTION SUPER EASY.





SHELF TALKER



BASKET TALKER



PEG TALKER



ENTER PIP RETAIL READY DISPLAY TALKERS

Laminated and durable, these display talkers come complete with mounting ties and mention features that resonate with customers. Clear bullet points identify the product, key features and ideal use. That's all that's needed to make the difference.



**ALSO AVAILABLE ARE OUR
MINI-SPEC SHEETS WITH
HOLES FOR RING HANGERS.**

www.pipusa.com

DISPLAY TALKER SPECS

SHELF TALKER
9" x 4.75"

Easily applies to your retail shelf

BASKET TALKER
9" x 3.25"

Easily ties to your retail basket

PEG TALKER
4.25" x 2.25"

Quickly applies above your display peg



TOWER DISPLAY

EYE-CATCHING POINT-OF-PURCHASE DISPLAYS ARE THE KEY. STANDARD AVAILABLE DISPLAYS ARE MEANT TO BE VERSATILE AND ADAPTABLE IN ALL SHOWROOMS.



GONDOLA DISPLAY



DUMP DISPLAY





CUSTOMIZED PLANOGRAMS JUST FOR YOU

PIP can tailor your slat wall or gondola display unit to hold key products. With over 30 years of experience and core expertise in our PIP consumer products division, we're sure to help you in putting together a fast-turning product configuration that meets your needs. Working



with your PIP representative, we can provide you with top sellers in each market channel and our recommendations for optimizing your point-of-purchase displays.

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THINK LIKE A RETAILER

To do Retail Ready right, you have to think like a retailer. It's all about taking advantage of seasonality and trends. PIP already offers you the most comprehensive early-buy program in the industry. We now include separate early-buy special point-of-sale deals that are tailored to take maximum advantage of your walk-in traffic. First winter storm – think of how many customers forget their gloves. Maximize sales with a winter glove rack sitting on your counter ready to pump those impulse sales.

REMEMBER THAT NOT ALL RETAILING HAPPENS IN YOUR SHOWROOM

VENDING MACHINES HAVE
BECOME VERY POPULAR WITH
END USERS. WE AT PIP
VIEW THEM AS ADDITIONAL
OPPORTUNITIES FOR PROVIDING
YOUR CUSTOMERS WITH
SELECTION AND CHOICE.

**RETAILING AT YOUR
CUSTOMERS' LOCATION:
CONVENIENCE AND ADAPTABILITY
FOR POINT-OF-USE DISPENSING**

We offer customized programs for sock fold, rubber band and shrink-wrap gloves and other products for multiple types of machines. While there are minimums and some marginal costs, we have the expertise and local converting operations for very flexible quantities that start at an easy 50 dozen. Many of our PPE items are already individually packed and ready to go.



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FOR YOUR COMPREHENSIVE
RETAIL READY PROGRAM,
CONTACT YOUR
PIP REGIONAL SALES MANAGER.



PROTECTIVE INDUSTRIAL PRODUCTS, INC. | BRINGING THE BEST OF THE WORLD TO YOU®

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